

Strong Finish to a Year of Incremental Progress

While our destination certainly experienced its share of headwinds throughout the year, I'm encouraged that we ended 2021 on a high note in several areas, key among them hotel occupancy and Tourist Development Tax collections.

December was Orange County's third-best month ever for TDT revenue (\$28.2 million), fueled by higher average daily room rates and a Metro Orlando occupancy rate (68.8%) not far behind pre-pandemic levels. While the new omicron variant of COVID-19 did alter some group and leisure travel in the final weeks of 2021, its overall impact on local tourism was relatively minor compared to previous outbreaks.

In marketing, Visit Orlando's "The Wonder Remains" campaign produced \$207 million in visitor spending for the year — an 8-to-1 return on ad spend — with key domestic markets including Florida, Atlanta, Dallas, Houston, Charlotte, New York City, Philadelphia and Chicago. Our fall multicultural campaign reached Hispanic, African American and LGBTQ+ audiences across multiple platforms, and three months ahead of international borders reopening in November, we began expanding outreach to our core international markets of Canada, Mexico and the United Kingdom.

The fourth quarter also saw three exciting marketing initiatives to promote Orlando alongside some of the world's most recognized brands. In October, we partnered with Walt Disney World Resort and Spirit Airlines on a "Most Magical Gathering" giveaway where families could win a trip for 50 people to reunite and celebrate missed milestones during Walt Disney World's 50th anniversary. On Nov. 1, in partnership with VISIT FLORIDA, we announced that the famous MICHELIN Guide would be adding Orlando restaurants in 2022. Two weeks later, we launched a co-branded national partnership with Tripadvisor to highlight Orlando's noteworthy neighborhoods on the Amazon Alexa network, a first in North America.

In membership, December marked our largest in-person event since the pandemic: Visit Orlando's Year-End Celebration at Disney's Coronado Springs Resort. More than 600 attendees were on hand as we awarded \$289,291 to local nonprofits as part of Visit Orlando's 16th annual Magical Dining program.

In meetings and conventions, our sales team secured future bookings with the potential to bring over 219,000 attendees and \$500 million in economic impact. Meanwhile, marketing efforts targeted planners in the U.S. and Canada with messages promoting Orlando's air travel, lodging, restaurants, attractions and convention capabilities.

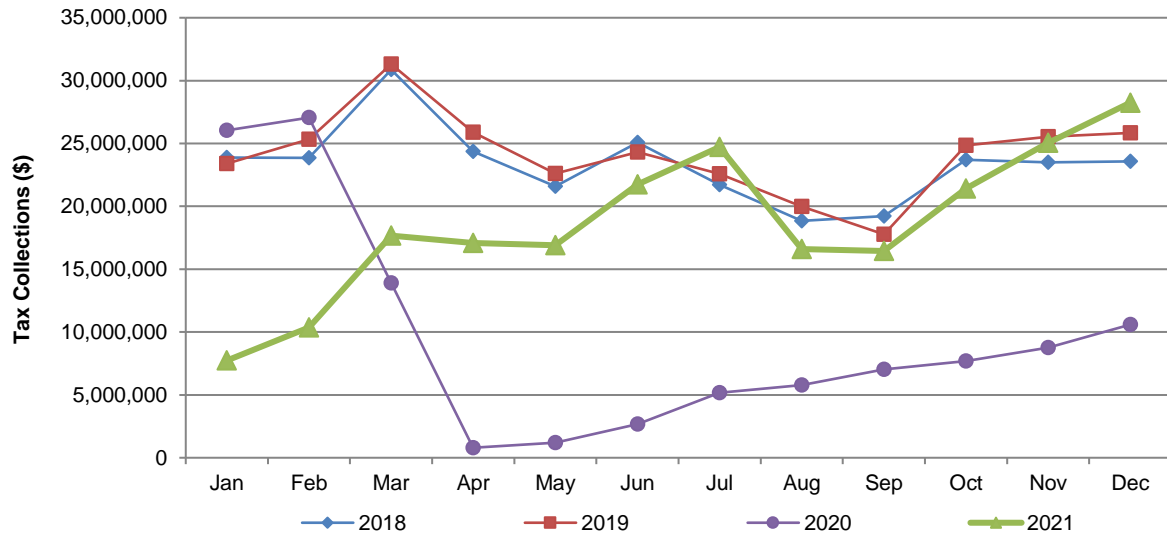
Looking ahead, competition among destinations will be fierce as demand continues to rebound in leisure and group travel. However, working closely with our member companies, industry partners and community leaders, I am confident Orlando is poised to carry our positive momentum well into 2022.



Casandra Matej
President & CEO

INDUSTRY PERFORMANCE

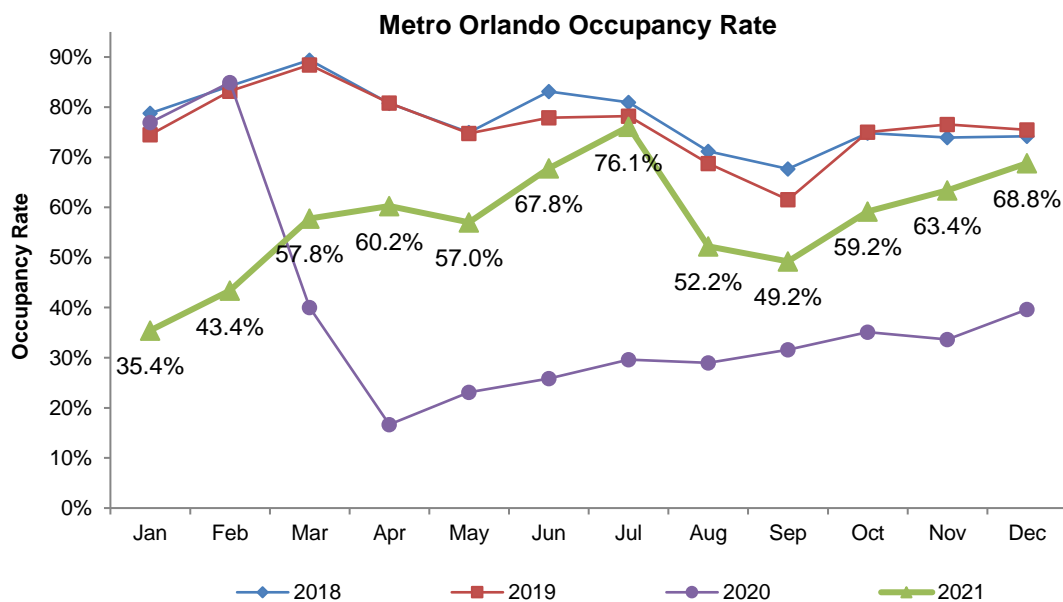
Orange County Tourist Development Tax Collections



Source: Orange County Comptroller's Office

Metro Orlando Lodging Indicators

The following data is based on the January through December results released by STR. Please note that STR information does not include Disney-owned and -operated hotels, nor does it include the short-term rental of alternative accommodations such as timeshares, condos and vacation homes.



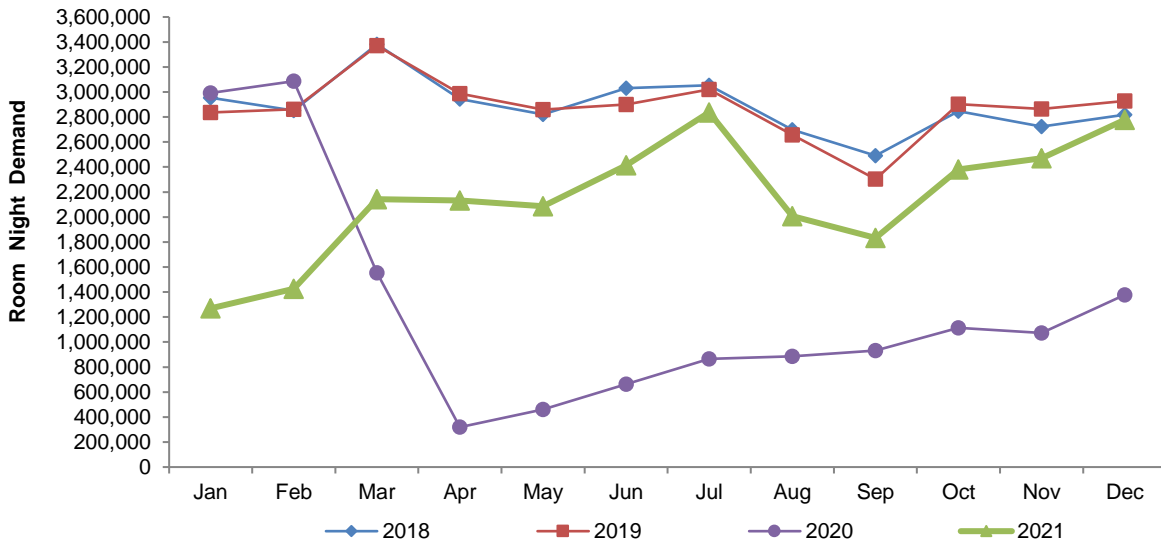
Occupancy

	Q4 2021	Year to Date
Orange County	65.2%	59.0%
Metro Orlando	63.9%	57.8%
National	57.9%	57.6%
Florida	64.8%	64.5%

Average Daily Rate

	Q4 2021	Year to Date
Orange County	\$144.53	\$128.07
Metro Orlando	\$137.09	\$121.40
National	\$132.98	\$124.67
Florida	\$162.89	\$158.36

Metro Orlando Room Night Demand



Metro Orlando Room-Night Supply & Demand (in thousands)

	Q4 2021	Year to Date
Supply ¹	11,957	44,584
Demand ²	7,630	25,775

¹ Room-night supply: Computed each month by taking the number of hotel/motel rooms multiplied by number of days in the month

² Room-night demand: Computed each month by taking the room-night supply multiplied by occupancy rate

VISIT ORLANDO ACTIVITIES

GLOBAL MARKETING

United States Marketing Campaign

We complemented our “Wonder Remains” marketing efforts of search engine marketing, paid social and digital with a fall seasonal overlay promoting Halloween and holiday events. The digital media campaign, which included streaming TV, was extended through December to secure last-minute holiday bookings.

- **Fall Campaign:** Aug. 16 – Dec. 26, 2021
 - Target markets: Florida, Atlanta, Dallas, Houston, Charlotte, New York City, Philadelphia and Chicago
 - Media channels: TV (broadcast/linear + streaming), digital/programmatic out of home, digital display, paid social and paid search (SEM).

As part of our multicultural campaign, we partnered with several members to develop custom content. The campaign, which ran September through November, generated over 65 million national impressions, 23,000 web sessions to VisitOrlando.com and high scores on brand health surveys. Following is a summary of the campaign’s three initiatives:

- **U.S. Hispanic audiences:** Custom, family-oriented content aired on Univision’s “Despierta America,” as well as spots on TV, digital display and social. The content highlighted Orlando’s extraordinary resorts, I-Drive attractions, outdoor adventures and unique waterparks.
- **African American audiences:** TV, radio and digital display ran in key markets on the Urban One network. Radio spots voiced by Rickey Smiley promoted what’s new in Orlando, as well as fall and holiday events.
- **LGBTQ+ audiences:** A digital takeover program on Edge Media Network included [custom articles](#) highlighting Orlando, exclusive emails, digital display and sponsored social.

In October, we partnered with Walt Disney World Resort and Spirit Airlines on a one-of-a-kind national contest to promote visiting the destination and experiencing Walt Disney World’s 50th anniversary. Visit Orlando’s Most Magical Gathering Contest offered consumers the chance to win a trip for 50 as part of Disney’s Most Magical Celebration. Consumers were invited to submit stories explaining why their family needed a magical gathering and what missed milestones they would be celebrating. The 10 finalists were asked to submit a video showcasing why their family should win. The goals of the promotion were to position Orlando as the best place to gather family and friends to reconnect after the pandemic, drive 2022 travel demand and grow database opt-ins for ongoing marketing communications.

The six-week campaign quickly became our most-entered trip giveaway in history, garnering over 106 story placements, almost 1 billion media impressions (owned, earned and paid media) and 15,000+ social engagements; this resulted in over 52,000 total entries, 36,000 database opt-ins and 12,000 story submissions. The winning family — selected by an external judging panel consisting of Visit Orlando members — will travel to Orlando March 4-7. We will continue to take advantage of key moments to drive more publicity for our destination in 2022 when we welcome the family in March.

In November, Visit Orlando launched a co-branded national partnership with Tripadvisor to highlight Orlando's noteworthy neighborhoods on the Amazon Alexa network. This immersive audio campaign — the first of its kind in North America — included a dedicated [Orlando Experience Hub](#) with five branded trip itineraries, [branded voice activation](#) and an [Unexpected Orlando Sweepstakes](#). The new “Alexa, launch Visit Orlando” skill utilized Tripadvisor's community-powered content to inspire and drive travel demand. The experience highlighted undiscovered activities throughout our destination, such as ecotourism attractions, celebrity chef dining, live performances, museums, and arts and cultural venues. The successful two-month campaign delivered 36 million impressions, 103,551 interactions with Orlando custom content, 809 hours spent on branded trips, 495 hours on the branded voice experience and an average of almost five minutes, per user, engaging with Orlando content.

To highlight “Orlando for Adults,” we worked with AAA Auto Club Group on a new digital content program showcasing grownup fun beyond the theme parks, from I-Drive to Winter Park, including a custom [article](#) and [video](#) produced by AAA that captures one couple's weekend getaway. The program delivered over 2 million impressions on platforms that include AAA.com, AAA Living South/Midwest websites, emails and social channels.

Finally, for the year, our domestic “Wonder Remains” campaign delivered over 4.5 billion impressions and 9.2 million web sessions; it also influenced 2 million hotel searches and 1.4 million flight searches for Orlando. The campaign produced an estimated \$207 million in visitor spending and a strong 8-to-1 return on ad spend (ROAS).

Canadian Marketing Campaign

Due to declining search demand following the delta variant and fluctuations regarding the border closure in October, we adjusted our Canada media plan to include paid social and online video; this helped drive inspiration and build travel demand for future dates. When the border reopened in November, welcome-back emails were sent to our Canada database and we utilized publicity to communicate Orlando's healthy travel protocols. The campaign ran September through December, delivering 33 million impressions and more than 73,000 web sessions.

Mexico Marketing Campaign

Our “Las Sorpresas te Esperan” campaign, targeting families and adults without children, wrapped up in mid-December, registering above-average impressions, clicks and sessions. Through social media, digital display, SEM and CRM, we delivered destination information and reinforced safety measures. In addition, through a partnership with Brand USA, Televisa and Price Travel, consumers engaged with our content through multiple touchpoints that allowed them to book trips. The campaign garnered 186.2 million impressions and 700,527 web sessions.

United Kingdom Marketing Campaign

In the UK, our Wonder Remains campaign targeted families through the end of January, a key booking timeframe. The campaign showed positive results and surpassed planned impressions and clicks to VisitOrlando.com’s dedicated UK page. Media consisted of TV, paid and organic social media, SEM and CRM. Through these channels, we delivered engaging information about the destination and reinforced safety measures. Total impressions were 96.1 million, with 124,945 web sessions.

In November, we partnered with Aer Lingus and British Airways to promote flights to Orlando through TV, social media and regional display ads. This effort exceeded planned impressions and clicks to the respective airline websites, with 26.8 million impressions and 104 TV spots shown.

Visit Orlando’s Magical Dining

Visit Orlando’s 16th annual Magical Dining was extended through Oct. 17, allowing more time to enjoy three-course, \$37 meals at dozens of member restaurants. The culmination of marketing and publicity efforts helped drive over 1.1 million web sessions and 5.3 million page views. Average duration on MagicalDining.com was 4 minutes, 37 seconds. The program resulted in a donation of \$289,291 to IDignity and Pathlight HOME (our primary recipients), as well as The Central Florida Hope Center, Latino Leadership, Matthew’s Hope, Professional Opportunities Program, Project Street Light and Zebra Coalition. Since 2009, Visit Orlando’s Magical Dining has raised over \$2 million for local charities.

Media: Annual Impressions

Advertising Campaigns	Impressions	Description
Canada	32.2M	Paid social, online video and SEM
Mexico	186.2M	Paid social, digital display and SEM
United Kingdom	96.1M	TV, paid social and SEM
U.S. Domestic	4.5B	TV, paid social, out of home, digital display and SEM
Visit Orlando’s Magical Dining	18.1M	Paid social, out of home, radio and SEM

Global Website

VisitOrlando.com	Q4	Year to Date
Total Sessions	3,351,941	11,945,020
Total page views	5,207,526	21,779,951

Source: Google Analytics

E-newsletters

Market	Delivered	Open Rate	Click Through Rate	Click To Open Rate
United States consumer	4,485,957	13%	0.5%	3.7%
Florida consumer	1,637,367	14%	0.4%	3.1%
International consumer	695,576	13%	0.6%	4.5%

* CTOR indicates how effective the email design and content performed by measuring if the recipient took an action by clicking on any hyperlink within the email. CTOR is calculated by dividing the number of clicks by the number of email opens.

^ Florida data is not included in the U.S. All data includes deployments to engaged and unengaged audiences

Editorial Content

Visit Orlando's editorial content team wrote 11 blogs that supported the following Q4 marketing initiatives on the consumer website: holiday visitation, unique attractions, Steinmetz Hall, NCAA bowl games and shopping. On the meetings website, we generated content on unique off-site activities, corporate social responsibility events and unique nightlife. These efforts were supplemented by two new landing pages, 71 updated landing pages and nine e-newsletters.

Social Media

Across every social media channel, this was one of our best-ever quarters for follower growth and engagement. Some of the team's primary areas of support included Walt Disney's World's 50th anniversary, the launch of Visit Orlando's Most Magical Gathering contest and Halloween activities. The team also partnered with local content creator Katrina Dandridge and The Mall at Millenia to create content around the types of outfits you need for your Orlando vacation.

Social and Digital Content	Q4	Year to Date
Impressions: Paid + Organic (Facebook)	242,104,778	884,847,495
Visit Orlando blog (total pageviews)	300,553	1,684,777
Social media followers (Facebook, Twitter, Instagram)	15,137 new	2,024,669 total

Convention Marketing

To maintain Orlando's position as America's top-ranked convention destination — and continue growing group leads for both citywide and in-house meetings — our convention trade media campaign targeted planners in the U.S. and Canada.

For the destination and cooperative media campaigns, we utilized trade media outlets with digital and print advertisements, display banners, video, emails and paid social targeting. The campaign provided destination-wide exposure that covered air travel, lodging, the Orange County Convention Center, restaurants and attractions.

Unique opportunities to highlight our destination included:

- A “best of” video recap highlighting Surf Expo's September show.
- A comprehensive destination overview video with industry-leading media partner Northstar.
- Key tradeshow marketing efforts that included a Visit Orlando mobile truck billboard in Las Vegas during IMEX America and robust exposure at IAEE Expo (mobile notifications, retargeting banner ads and mobile website branding).
- Sales mission branding support.
- Expansion of our virtual tours by filming guest rooms and meeting space at 36 convention hotels.
- Supporting U.S. Travel Association's “Let's Meet There” campaign on social media.

Visit Orlando's owned channels, including our Meetings Insider newsletter, continued to be deployed monthly to over 25,000 subscribers, and monthly posts on OrlandoMeeting.com provided real-time destination updates. Additional touchpoints included customized delegate sites, destination videos, active engagement on LinkedIn and Twitter, and sales support through presentations and business proposals created for large industry events. Clients booked at OCCO were provided destination assets such as video, copy, images and online resources; customized videos with personalized messages from senior management were provided to clients upon request.

GLOBAL COMMUNICATIONS

Several new partnerships resulted in major media announcements that garnered positive coverage for our destination:

- **MICHELIN Guide Announcement:** Secured over 50 stories announcing the MICHELIN Guide coming to Florida, including national media attention in Bloomberg, Eater and The New York Times; local media stories; meetings and convention trade publications; and international coverage in Brazil, Mexico and the U.K.

- **Visit Orlando's Most Magical Gathering:** Secured stories in more than 100 outlets such as Travel + Leisure, Forbes, Yahoo! News and MSN.
- **Tripadvisor Announcement:** Secured stories in Attractions Magazine, Yahoo Finance and several tech trade publications, as well as WKMG locally.

To generate positive publicity through third-party endorsements, we hosted 15 influencers from markets that included New York, North Carolina, Atlanta and South Florida.

National media pitching focused on reasons to visit and holiday events, resulting in an [Associated Press](#) story syndicated to 200+ U.S. outlets such as [Yahoo! News](#), [the Atlanta Journal-Constitution](#) and [U.S. News & World Report](#). Three syndicated stories in Tribune newspapers ran on topics that included Orlando's growing dining landscape, Disney's 50th anniversary (using data from Visit Orlando) and activities beyond the theme parks. Additional national media stories positively positioning our destination appeared in The Wall Street Journal, Newsday, NBC News, [Parents Magazine](#), [USA Today](#) and [MSN](#).

To drive visitation from regional U.S. markets, the team developed a TV segment featuring Visit Orlando's president and CEO sharing what's new across our destination. Segments aired on nationally syndicated shows and regional segments in Philadelphia, [Nashville](#), [Austin](#) and Dallas, with an overall estimated audience of 5.8 million.

To showcase Orlando as a top destination for LGBTQ+ travelers and support Orlando's Pride Week activities, we secured coverage in [Metro Weekly](#) praising Orlando as "the most LGBTQ friendly destination in the U.S." Additional coverage was secured in regional publications Windy City Times and [Pride Journeys](#), along with Brazilian outlet [Panrotas](#).

Local media efforts focused on the return of international travel, destination recovery and Visit Orlando's Magical Dining. Overall, we secured more than 215 Magical Dining stories, with fourth quarter coverage from WOFL-TV, WDBO, the Orlando Sentinel, key dining blogs such as Scott Joseph's Orlando Restaurant Guide and even a national [Travelocity.com](#) editorial.

International Publicity

With borders reopening and flights resuming from top international markets, our outreach focused on securing Orlando feature stories in top-tier media. For the UK, coverage ranged from a syndicated Press Association story in top newspapers like the Sunday Mirror, Daily Star and The Independent, to national television on BBC. For Brazil, we worked with five Orlando-based influencers on welcome-back videos for their Portuguese-speaking social media followers.

Meetings & Conventions Publicity

Coverage was secured in multiple trade publications around our MICHELIN Guide announcement, recent hotel openings and industry awards for Visit Orlando and our destination.

Local Stakeholder Communications: Community, Legislative, Industry

Visit Orlando's weekly Tourism Matters email reached thousands of industry and community leaders with organizational updates and the latest destination news, and we continued to provide our members with recaps from Mayor Demings' press conferences. President & CEO Casandra Matej held several 1-on-1 meetings across the region with business leaders, member companies, partner organizations, elected officials and area residents. Our executive team and other staff members also connected with a wide range of stakeholders through speaking engagements to multiple groups, including:

- National Kitchen & Bath Association
- WorldOrlando Delegation
- Smart Meetings
- Chamber Presidents Meetup
- Expedia Group
- British Consulate
- Central Florida Crime Intel Group
- Central Florida NAF Academy of Hospitality & Tourism
- Central Florida Hotel & Lodging Association
- Southeast Tourism Society
- San Diego University
- Orange County Tourist Development Council
- UCF Rosen College of Hospitality Management

On social media, LinkedIn is our primary B2B platform, and we continued to elevate its reach throughout 2021. For the year, our LinkedIn channel grew by 17% to 24,804 followers, increased engagements by 167% and saw a 76% jump in impressions.

MEMBER RELATIONS

Eleven membership events and programs drew 852 attendees in the fourth quarter. For the year, we delivered 37 live and recorded programs that served 2,463 attendees.

In December, we held Visit Orlando's Year-End Celebration in partnership with Walt Disney World, attracting 642 people to Disney's Coronado Springs Resort — our largest in-person event since the pandemic. Scott Mallwitz, executive creative director for Star Wars: Galaxy's Edge, gave a keynote speech titled "Awaken Your Creativity." Other fourth-quarter events included monthly member orientations, a networking Member Meetup with our social media and content team, and Sip & Sees at the Orlando Cat Café and Axecelsior at Dezerland. In addition, our Power Hour sessions featured a

presentation from Visit Orlando’s destination services team and a Creative Village update from Brooke Myers, president of VelocityRED.

This quarter, we also welcomed 19 new members, solicited volunteers for Visit Orlando committees and started the 2022 membership renewal process. Our member survey produced feedback from 74 respondents, and we achieved a 4.4 out of 5.0 overall rating. We continued to post industry job openings weekly in the Member Insider newsletter and prepared a study for early 2022 on member labor needs and challenges.

CONVENTION SALES & MARKETING

Visit Orlando secures two types of meetings and convention business: at the Orange County Convention Center (aka “citywide”) and at Orange County hotels (aka “in-house”).

M&C Sales Performance

- **Citywide:** The sales team secured future meetings and conventions with an estimated 150,360 attendees for the Orange County Convention Center, which will generate \$385 million in economic impact.
- **In-House:** The sales team secured future meetings and conventions with an estimated 69,300 attendees for Orange County hotels, which will generate \$116 million in economic impact.

Citywide Production	Q4 2021	Year to Date
Future attendance ¹ secured	150,360	581,796
Estimated room nights ²	202,200	514,802

1: Future attendance based on number of delegates at a meeting or convention’s most recent event.

2: Estimated room nights = attendance multiplied by average length of stay (2.2 nights)

In-House Production	Q4 2021	Year to Date
Future attendance secured	69,300	293,813
Hotel room nights	146,730	567,215
Hotel leads	989	3,451

Citywide Sales Key Bookings

Key bookings at the Orange County Convention Center in the fourth quarter include:

- National Kitchen & Bath Association: 35,000 attendees, February 2026
- American Thoracic Society: 16,000 attendees, May 2026
- American Diabetes Association: 16,000 attendees, June 2028
- Health Occupational Student Association of America: 16,000 attendees, June 2029
- Family, Career and Community Leaders of America: 9,000 attendees, July 2025

Hotel Key Bookings

Key in-house hotel bookings in the fourth quarter include:

- PETCO Animal Supplies Inc.: 6,740 total room nights, September 2022
- American Seed Trade Association: 5,497 total room nights, December 2023 & 2024
- Physician Assistant Education Association: 5,255 total room nights, October 2024
- National Rural Letter Carriers Association: 4,699 total room nights, August 2022
- National Association of Pediatric Nurse Practitioners: 4,632 total room nights, March 2023

Q4 2021

Direct Sales Activities	Total Number	Total Participants
Tradeshows	12	1,917
Missions	3	128
Client events	2	140
Site visits	43	114

Destination Services

The destination services team conducted 25 client site visits and client meetings in the fourth quarter, as well as seven member site visits and member meetings.

	Q4	Year to Date
Service leads issued ¹	55	325

¹: Lead is where the client has asked us to submit their information to our members. It is then up to the member to respond with their proposal directly to the client.

TRAVEL INDUSTRY SALES

The Travel Industry Sales team was thrilled to welcome back international visitors from Latin America and Europe. Working closely with Orlando International Airport and the marketing team, inaugural flights were welcomed by the team starting in early November.

Visit Orlando exhibited at the Travel Leaders Annual Conference held at Universal Orlando. This is the largest travel consortia in the United States; nearly 1,200 travel advisers attended the conference, and we provided a training presentation on the destination.

Partnership opportunities continued with AAA by participating in AAA Threads, one of the AAA Federation's top agent training and networking events in the U.S. This virtual show provided a platform to deliver a destination presentation as well as 1-on-1 sales calls with AAA's top-selling agents.

Visit Orlando hosted a webinar with Inteletravel, reaching over 700 travel advisers. Inteletravel's network spreads across the United States and Canada, with a database of over 20,000 agents.

Efforts in Latin America included virtual programs with airline partners Volaris and Azul, in conjunction with several Visit Orlando member companies. Volaris Airlines provides one of the largest networks of ultra-low-cost carriers to the U.S. and comprises over 4,000 active travel agencies in Mexico. Attendance was strong, with over 190 travel agents participating. In addition, we partnered with Brand USA in Mexico for a year-end training and destination showcase to ensure Orlando is top of mind for early 2022 sales.

Heading to Europe, Visit Orlando attended Brand USA Travel Week in London along with 500-plus European buyers and 130 U.S. exhibitors. Over the course of the week, we conducted 65 client appointments and, together with four hotel members, co-hosted a dinner for 16 key clients. Next up was the World Travel Market London virtual tradeshow, one of the world's largest travel industry events; 38 appointments were conducted via the WTM virtual platform, meeting mostly with UK and European clients.

Virgin Atlantic Holidays hosted a virtual all-team sales conference, the first of its kind, allowing us to connect with over 450 attendees. Our presentation focused on what's new in Orlando and introduced the upgraded Orlando Travel Academy training tool.

Visit Orlando welcomed Aer Lingus' inaugural service from Manchester by co-hosting a familiarization tour with Universal Orlando Resort. This was the first in-person FAM after borders reopened, and it showcased all that is new at Universal Orlando Resort, as well as outdoor adventure.

Looking ahead, the team will continue to work closely with airline partners British Air, Virgin Atlantic, GOL and Air Canada through training and reciprocal marketing programs.

Travel Industry Sales Activities	Q4	Year to Date
Travel professionals trained (in person and online)	9,841	19,285
Travel professional sales calls	240	758
Travel professional events (tradeshows, missions, destination orientations)	5	15

Visit Orlando
Results of Operations
For the Twelve Months Ending December 31, 2021

	<u>Fourth Quarter</u>	<u>Full Year</u>
Revenues		
Tourist Development Tax	22,389,004	60,905,441
Expenses		
Domestic Marketing	8,802,631	33,348,191
Convention Sales	1,767,893	5,770,799
Visitor Services	73,758	299,962
Public Relations	298,320	1,187,604
Destination Meeting Services	214,036	904,341
Market Research and Insights	265,096	724,877
Administration	1,451,107	5,113,677
Total Expenditures	<u>12,872,841</u>	<u>47,349,451</u>